

# INDUSTRY NEWS

## OUTSTANDING PET CARE PURCHASES PET CARE SERVICES ASSOCIATION (PCSA) EDUCATIONAL ASSETS - PLANS UNDERWAY TO LAUNCH OUTSTANDING PET CARE UNIVERSITY FOR PET CARE PROFESSIONALS

Outstanding Pet Care, a leading provider of training and education to the pet lodging industry, today announced the purchase of the educational assets of the Pet Care Services Association (PCSA), previously the American Boarding Kennel Association (ABKA), through the Colorado bankruptcy court.

"This transaction advances our strategy to provide world-class education, training and support to the growing pet lodging industry," said Laura Laaman, founder and director of Outstanding Pet Care ([www.outstandingpetcare.com](http://www.outstandingpetcare.com)). "Our plan is to combine these educational programs with our own expertise to launch Outstanding Pet Care University."

There are over 24,000 pet care facilities in the United States, and the pet care

industry is growing. According to the American Pet Products Association (APPA), the number of U.S. households that own a pet has increased by 2.1% to an all-time high of 72.9 million. Pet owners continue to spend on their companion animals in spite of the downturn in the economy.

PCSA was the nonprofit trade association that served the interests of approximately 3,000 pet care service business members in the United States and around the world. The association filed for bankruptcy in September of 2011.

According to Laaman, Outstanding Pet Care University (OPCU) will combine the best cumulative knowledge of the former PCSA programs with the invaluable expertise of other leading industry experts to create the most accessible, comprehensive, and critical training and education available to pet care facilities and providers. OPCU will partner with Morris Pet Care Consulting, one of the most experi-

enced and respected pet care consulting companies in the United States.

"We believe that companion animals are best cared for in top-quality pet lodging facilities that provide the pet care expertise, services, resources, and systems to ensure their comfort and safety," explained Laaman.

The Outstanding Pet Care Consulting Program has helped thousands of pet lodging facilities and veterinarians across the United States and Canada to increase profits and significantly improve business. The program provides powerful sales and business techniques along with enhanced pet care services and strategies that benefit business operators, pets, and their owners.

For more information, visit [www.OutstandingPetCare.com](http://www.OutstandingPetCare.com) or call (888) 735-5667.

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